

Good Morning NRTA,

So nice to see so many familiar faces and many new peers here to experience this best in class educational event.

In thinking about what makes the NRTA a “best in class” organization, one word comes to mind – COLLABORATION.

Collaboration is of utmost importance in both our professional and personal journeys through life. As we navigate career defining challenges and opportunities the power of collaboration stands out as a guiding force that propels us toward growth, innovation and success.

Collaboration embodies the notion that together we are greater than the sum of our parts. Look around this room, we are all individuals from diverse backgrounds, skillsets and viewpoints. Through collaboration we get to share our thoughts, ideas and perspectives. By working together with others, we continually enhance our communication skills, empathy and adaptability. Skills that are paramount in both our professional and personal lives.

Successful partnerships and collaboration are key ingredients to a successful real estate career. Think about the ways we continually collaborate with others. From networking, to brainstorming, problem solving, and effectively communicating to resolve conflicts, collaboration plays a crucial role in career development. The collaboration between individuals and internal and external business partners fosters transparency which creates an environment of trust where everyone works toward the same goals.

Collaboration takes on profound significance in the real estate industry. Real estate is more than just buildings, its about spaces where individuals and businesses thrive, connect and innovate. Collaborative efforts between tenants, landlords, and developers are the cornerstones of our communities and shape the environments where we live, work and play.

Collaboration is at the heart of effective and successful real estate lease management. As we all may have experienced, lease management involves a complex web of relationships among property owners, tenants, property managers, service providers, legal advisers and finance and accounting teams (to name a few). The success of lease management is dependent upon the interaction and cooperation of all of these parties. From negotiating and drafting leases, to financial reporting , or addressing property maintenance issues, when both internal and external stakeholders collaborate, they can streamline processes, minimize delays and promptly respond to any challenges that may arise.

Think about the many ways the power of collaboration influences our tenant community:

- Tenant Centric Solutions – by partnering with our fellow tenants and affiliates and sharing our experience, expertise and points of view we are empowered to create solutions that address the unique challenges and requirements of tenants.
- Navigating Change – most recently, during COVID, and in past times of uncertainty, as tenants we established collaborative networks to adapt to changes and resiliently conquer industry uncertainties.
- Tenant Partnerships – tenant companies are collaborating to share space and market their products. A few examples that come to mind are Kohls and Sephora, Gap and Macys, and years ago, when I was a kid, Barnes & Noble and Starbucks.

- Landlord Tenant Relationships – The Landlord-tenant relationship is the foundation upon which the entire lease management process rests. Fostering collaborative interactions with your landlords can lead to substantial benefits for both parties. Opening the lines of communications reduces the likelihood of conflicts and misunderstanding. Actively engaging in discussions with your landlord can build a strong partnership of mutual respect and build trust, which allows both parties to actively engage in discussions to resolve potential issues before they escalate and become major disputes.
- Shared Knowledge and Insights - this conference is a testament to the power of collaboration in sharing knowledge, experience and best practices with our peers. By learning from one another we can identify opportunities and strategies that positively impact our current role, company and our future endeavors

Over the past two plus decades the NRTA did not accidentally become a best in class educational association for tenants, it was the power of collaboration which brought its founding members together with their industry peers to share information and experiences. That initial collaboration in Boston, way back in the 1990's has brought all of us here today. The continued success of the NRTA is built on the collaboration. From our two incredible employees, Lisa Krizek and Carole Fiola to our teams of volunteers, our officers, board of governors, curriculum team please stand, conference committee please stand, and our business development team please stand, and our presenters and our marketing partners, Westwood Advertising please stand, and all of our affiliates. this is the teamwork which embodies the spirit of collaboration. The NRTA is excited to continue its collaboration with the ICSC and Franchise Times.

Over the next three days I encourage everyone in this room to reach out and meet your industry peers, share your experiences, and develop new friendships which foster the strength and collaboration of our tenant community. And don't forget the importance of our landlord-tenant relationships. Throughout the next few days, we have invited some of our landlords to participate in our panel discussions and share their insight and experiences. On Wednesday morning we have the privilege of hosting a landlord panel here for a q and a session. Take advantage of this can't miss opportunity to ask questions and collaborate with our landlord peers to gain their perspective and insight.

Let us all be sure to optimize the networking, and educational opportunities this conference offers, keeping in mind the incredible potential that collaboration holds.

Thank You,

Debbie Ravel